



McDonalds @ Manipal: Admissions Now Open!

~ McDonald's India to open a 2,600 sqft restaurant in the University town ~

Manipal, December 26, 2017: McDonald's is all set to launch its first ever outlet in the education hub of Manipal. The multi-cultural city, which is home to students from more than 30 countries, will now have a perfect place to indulge and enjoy an international experience at the new McDonald's restaurant in town.

Whether it is a birthday celebration or last day of exams, catching up with friends or just a break from the routine, Manipal will now have an ideal place to hang out and enjoy scrumptious food.

The global restaurant chain will offer a wide range of products that would include the iconic fries, appetizing burgers, wraps and the world famous happy meal. Serving the campus city from 10 AM to 11 PM, the restaurant will offer widely appreciated products like the McAlooTikki, McVeggie, McChicken, McSpicy Chicken and along with a range of beverages.

The restaurant is spread over 2,600 sq ft and can accommodate over 100 people. The store also offers a separate section for upto 35 guests, designed to host gatherings and celebrate special occasions like birthday parties and special milestones with friends and family. The refreshing interiors along with best in class service and delicious food makes it a preferred destination for all reasons- whether one is planning to grab a quick bite or celebrate a special occasion.

With this launch, Hardcastle Restaurants Pvt. Ltd. (HRPL) the master franchisee that operates McDonald's restaurants in West & South India is entering its 37th city. This store takes the company's count to 54 restaurants in the state of Karnataka.

Commenting on the launch, **Ranjit Paliath, Senior Vice President – Business Operations & Restaurant Enablement - Hardcastle Restaurants Pvt Ltd. - McDonald's India (West & South) said,** "We are very excited to extend our brand's presence in the education hub of Manipal. We see great potential to grow in the market here and are optimistic about the response from the students in the city. We are looking forward to bringing our world class experience to Manipal and driving our business further by offering great quality, value and service to our customers. I am sure we will be the most preferred food destination in the city soon!"

Since its inception, McDonald's India has been reinventing itself to satiate all Indian tastes. To be locally relevant, India is the only market where McDonald's does not serve any beef and pork products. The brand has also taken a step ahead and segregated kitchens for vegetarian and non-vegetarian food offerings. Through the various stages of procurement, cooking and service, the vegetarian and non-vegetarian products are all kept separate. Even the soft serve desserts and mayonnaise used in the burgers are 100% vegetarian.

So hurry up and rush to McDonald's to enjoy its world famous delicacies



About Westlife Development:

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in west and south India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets. HRPL has been a franchisee in this part of India since its inception in 1996.

HRPL serves approximately 200 million customers, annually, at its 265 (as of September 30, 2017) McDonald's restaurants across 36 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and provides direct employment to over 7,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. Several McDonald's Restaurant feature in-house McCafé.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

For further information, please contact:

HRPL
Dhaval Parekh
Email: dhaval.parekh@mcdonaldsindia.com
Phone: 022- 49135129

Avian Media
Lisha Jain
Email: lisha@avian-media.com
Mobile: 09819727719